

10. Develop an ongoing program

In partnership with residents and community organizations to build meaningful engagement and facilitate resident problem solving in the work of local government.



9. Identify goals, outcomes and how to measure success

Design engagement initiatives to move from talk to action by identifying tangible goals and desired outcomes; then, measure your success.



8. Engage

Seek to combine both online and face-to-face engagement opportunities and venues.



7. Provide a forum for discussions

Participants should have multiple opportunities to compare values and interests and articulate self-interests, and include opportunities in both large forums and small-group discussions.

Identify current initiatives

Take stock of what we are already doing, distinguishing between exchange and engagement efforts.



2. Determine receptiveness

Assess how receptive your organization is to initiatives from community groups and to what extent your organizational culture supports civic engagement.



3. Work with your elected officials

Convene a community conversation on engagement to hear from residents how they wish to be involved in shaping community life and how local government could contribute to meeting their aspirations.



4. Identify potential issues

Look at issues that need resident engagement and involvement, including new ways staff could interact with residents in the day-to-day delivery of services.



5. Plan an engagement event

Match the purpose and intended outcomes with the appropriate technique and activity.



6. Actively recruit

Look for diverse stakeholder groups beyond the “usual suspects” who always participate.



COMMUNITY ENGAGEMENT STRATEGY